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Spotlight ON FOREIGN MARKETING



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TO FAS MARKET DEVELOPMENT COOPERATORS AND AGRICULTURAL ATTACHES

Merry Christmas

During this joyous holiday season we in
FAS want to express our appreciation
for your cooperation and helpful assist-
ance in market development, and to wish
you and your families a most Merry
Christmas and Happy New Year.

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Raymond A. Ivanes

December 1966

SERIES OF OVERSEAS WORKSHOPS SCHEDULED

The third series of overseas market development administrative workshops will be held January 9-31, 1967. Emphasis will be given to fiscal 1968 marketing plans and administrative procedures to be worked out by FAS and the individual cooperators.

The schedule and major cooperators to be participating are as follows: London, January 9-10, fruit cooperators; Frankfurt, January 12-13, Institute of American Poultry Industries; Rotterdam, January 16-17, Great Plains Wheat; Zurich, January 19-20, Rice Council; Rome, January 23-24, U.S. Feed Grains Council, January 25-26, Soybean Council of America, January 27, National Renderers Association; and Cairo, January 30-31, Soybean Council of America. Sessions with the major cooperators in Japan may be held at a later date.

The workshops will open with a half-day general session. This will be followed by a review and discussion of the current program and proposed fiscal 1968 marketing plan of a major cooperator. This procedure is expected to save time for cooperators and to expedite the marketing plan clearance process. By discussing the problems in advance and thus eliminating many last minute changes, cooperators are expected to be in a better position to meet the new April 15 submission date.

Individual project administrative sessions will be held with each cooperator to discuss and work out their procedures for using project electronic data processing methods in bill-

ings and fiscal and progress reports; financial and personnel management, accounting, and record keeping.

The agricultural attaches will be present and will be holding a meeting of their own during the opening day of each workshop. Embassy budget and fiscal staff members are being invited to attend some of the workshop sessions.

The FAS/Washington representation will be headed by Ken Krogh, Deputy Assistant Administrator for Market Development, and Francis Harrell, Chief, Program Funds Branch. J. W. Stewart, Director, Fruit and Vegetable Division; Hugh Robinson, Director, Fats and Oils Division; D. R. Strobel, Director, Dairy and Poultry Division; and Clancy Jean, Grain and Feed Division will attend the meetings involving their commodities. The cooperators representatives will include country and regional directors, key administrative staff and U.S. headquarters officials.

IIC PROGRAM DEVELOPING

Read Dunn, Executive Director, International Institute for Cotton, outlined plans for the new world cotton organization at the October 25 FAS - Cooperator luncheon.

Planning and supervision will be handled by a small central staff and the program activities will be conducted on a contractual basis. A large amount of the funds will be spent on cooperative advertising with each party agreeing in advance to perform specific functions. Rules and regulations for the IIC operations have been developed.



The House Committee on Government Operations took time out to visit the Acropolis while surveying market development operations in the United Kingdom, Denmark, Switzerland, Israel, Greece, Italy and Spain, November 13–December 8. FAS Assistant Administrator David L. Hume accompanied the team.

EXPORTS STILL INCREASING

U.S. farm product exports are expected to hit a new high of \$7.1 billion in 1966-67, almost a half billion dollars larger than last year's total, including record dollar sales of \$5.4 billion.

In reporting on this good news at the Annual Agricultural Outlook Conference, FAS Administrator Ray Ioanes said, "With market development, we are taking an active approach to trade. We know now, beyond the shadow of any doubt, that we must get out and sell our farm products just the same as U.S. private business merchandises its automobiles, furniture, clothing, and other goods.

"Our current development program encompasses some 45 trade and farm

groups working with the Foreign Agricultural Service in about 70 countries. Overseas, the cooperation of 200 foreign trade associations gives us what we call a "multiplier effect." The overall program gives us very powerful selling leverage...

"Our overall market development program continues to evolve as situations change and as we gain in experience.

"For example, we have taken a new look at our overseas food exhibits, which are a prime method of selling our products. At one time we aimed these exhibits mainly at consumers. Today, we also make a special effort to reach the trade—the importers, wholesalers, distributors, and others in a position to buy substantial volumes. At the big IKOFA food show at Munich a few weeks ago, American food industry people wrote orders that will mean some \$4,250,000 in new business over the next 12 months."



Shown (Left to Right) are the newly elected officers of the National Renderers Association: Gene Hopton, 1st Vice President; Dean A. Specht, Executive Director; Stanley Frank, President; and Dr. Fred D. Bisplinghoff, 2nd Vice President.

FOOD PROMOTION IN PARIS

An exhibition of U.S. grocery items at the November 13-21 international food fair in Paris resulted in European trade contacts which should produce from \$1.5 million to \$2 million of export business for United States food exporters in the year ahead.

The estimate was made by the Grocery Manufacturers of America, Inc., which cooperated with the Department of Agriculture in presenting the exhibit. Seventy U.S. food firms took part in the promotion. An estimated quarter million persons visited the public part of the U.S. exhibit, and more than 1,200 European food buyers and handlers visited the "trade only" section to confer with U.S. food sellers.

Among U.S. foods that were special attractions were fresh Florida orange juice, rice dishes, dry pea and lentil dishes, grilled sirloin steaks, and fresh fruits and vegetables shipped in by air.

It was reported that about 60 percent of the expected sales from the promotion will be made to French firms, with West German, Italian, Dutch, and Swiss firms accounting for the remainder.

TAIWAN TOBACCO MONOPOLY DIRECTOR VISITS U.S.

S. Y. Wang, Director General of the Taiwan Tobacco and Wine Monopoly, was in the U.S. in October under the auspices of the International Visitors Program of the State Department. Through arrangements with Tobacco

Associates, he visited leaf tobacco auction markets and processing plants, as well as most of the major cigarette manufacturers in Virginia and North Carolina, in addition to points of cultural interest in the area.

While in Washington, Mr. Wang discussed the possibility of a co-operative program of the Monopoly and Tobacco Associates to increase the usage of U.S. fine-cured tobacco. Taiwan has been increasing its purchases of American tobacco and further increases are anticipated as its economy develops.



S. Y. Wang (Left), Director General, Taiwan Tobacco and Wine Monopoly, visiting with Governor Dan K. Moore, while on a tour of the U.S. tobacco industry this past October. The smiling gentleman in the center is John D. Palmer, President, Tobacco Associates.



HERE and THERE

The Farm Quarterly (1966 winter issue) features "The Grain Flows East," a 10-page illustrated article tracing wheat grown on a North Dakota farm to Superior, Wisconsin, through the St. Lawrence Seaway, to Rotterdam, and finally to the consumer at Frankfurt, Germany. The article concludes, "Commercial cash sales of grain abroad have been a means of building our present farming agricultural industry prosperity."

Hans Koedam, Director, Economic and Market Research, Cotton Council International, is in India this month reviewing project activities and discussing plans for the 1967 program.

Great Plains Wheat has changed the titles of its principal officers. The titles of Chairman Ralph Ball and Vice Chairman James Ole Sampson have been changed to President and Vice President. Charles W. Pence has been elevated to the newly-created position of Executive Vice President and will be the chief executive officer. Pence joined GPW in January this year and was formerly President of the Kansas Wheat Improvement Association.

Ivan Johnson, Livestock and Meats Division, was one of the speakers at the annual meeting of the National Renderers Association. His talk, "Present and Future Markets for Rendered Products," was summarized in Foreign Agriculture magazine and was printed in several farm papers and trade magazines.

Export promotions of the California Almond Growers Exchange were highlighted in the November 21 issue of International Commerce. The article mentions how the Exchange has increased export sales through participation in Department of Agriculture-Grocery Manufacturers of America exhibits, and its success in introducing the almond in countries such as Japan, where it was previously unknown. The Exchange has trebled its export sales in the past three years and exports now account for one-third of its total sales volume.

Three officials of the Portuguese Ministry of Agriculture were in the U. S. last month to acquaint themselves with our sanitary and health regulations for livestock and meats, and the care and management of beef and dairy cattle. Visits were made to livestock operations in Wisconsin, Minnesota, Missouri, Oklahoma, Texas,

and the International Livestock Show in Chicago. The Livestock and Meat Products Division made the arrangements for the visit and Agricultural Attache Larry Thomasson accompanied the team.

A 4-man U.S. wheat team was in Rotterdam, India, Thailand, Hong Kong, The Philippines, Taiwan, and Japan, November 2-December 9, getting a first hand look at market development activities. The team was made up of Merle H. Gifford and Elmore Bathurst, directors of Great Plains Wheat, John R. Thomsen, a director of Western Wheat Associates, and John L. Sullivan, a member of the Nebraska Wheat Commission. WWA was the sponsor and Gene Vickers, WWA Director of Planning and Special Projects, accompanied the team. One of the highlights of the trip occurred even before the team got off the ground. The departure from Dulles airport just happened to coincide with the arrival of the President, and take-off was delayed as the President, just returned from his Asian tour, briefed newsmen and the attendant crowd on his travels.

NEW SALARY SYSTEM BEING STUDIED

Overseas field surveys to establish salary levels for cooperator employees were completed in November. The survey was conducted by Graham Parker, an international management consulting firm. The firm is now analyzing the results and will be reporting to FAS December 20.

Informal meetings will be held sometime in January between the cooperator representatives in Washington and the contractor to discuss the report.

All professional employees paid with FAS funds were covered by the study. A compensation system based on the report will be put into effect near the end of February, 1967. The system is expected to significantly reduce the time and effort of cooperators in employment functions and to help retain competent employees overseas.

CARGO SAMPLING SHOWS IMPROVED QUALITY WHEAT

A cargo sampling program of Great Plains Wheat indicates that U.S. wheat currently being shipped to Europe is meeting the requirements of buyers and the new improved grain standards.

GPW reports that the better reception of U.S. Winter wheat is shown by substantially larger shipments to the European area. A wider distribution of U.S. Spring and Durum wheat was also observed during the 1965-66 shipping season.

Final results of the sampling program must await reports from the U.S. Department of Agriculture Board of Appeals and Review, and the Federal Cereal Laboratory in Detmold, Germany, who are participating with GPW in analyzing and judging the samples. Through July, 1966, 244 samples had been collected from cargoes; 129 from the United States, 36 from Canada and some from Argentina,

Australia and France. The quality of U.S. shipments will be compared with those from competing countries.

The project is a follow-up from a similar cargo sampling in 1960 which indicated that U.S. wheat arriving in

six major European ports was lower in quality than the Canadian and Russian wheats. As a result, new grade standards with less tolerance for defects were put into effect by the Department of Agriculture on June 1, 1964.

GREETINGS AND BEST WISHES
for Christmas
AND THE *New Year*

